

# Madeline Brik

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## Professional Experience

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*FareHarbor*, Denver, CO/Hybrid, **SEO Specialist** *June 2022 - Present*

- Spearheaded the transition to a paid SEO service through developing annual SEO strategies and contributing to new team processes to ensure operational success during a company-wide service shift.
- Implemented measurable strategies to improve organic search performance and conversion rates for a portfolio of 20 global tourism clients.
- Leveraged advanced SEO tools to deliver actionable insights, optimize website performance, and enhance organic visibility across multiple channels

*Real FiG Marketing + Advertising*, Denver, CO, **Digital Marketing Specialist** *Oct 2021- June 2022*

- Managed and optimized SEO strategies for a portfolio of 15 clients across diverse industries, driving improvements in search visibility, website traffic, and lead generation.
- Optimized \$5,000+ in monthly ad spend to effectively reach target audiences and maximize ROI across digital campaigns.

*1-800-Flowers Inc.*, New York, NY, **Marketing Intern** *June 2021- Sep 2021*

- Managed user-generated content and influencer partnerships across social channels with 1.5 million followers in alignment digital marketing KPIs
- Developed and executed an SEO-driven content strategy to boost engagement and brand advocacy.

*Mission Magazine*, New York, NY, **Content Marketing Writer** *Jan 2021- May 2021*

- Produced original features, delivering fresh angles on fashion, art, philanthropy, sustainability, and cultural trends.
- Collaborated with the editorial team to strategically develop content across social media, press materials, and email campaigns, enhancing digital engagement, supporting print production.

*CollegeFashion.net*, Remote, **Fashion Writer** *June 2020 - Dec 2020*

- Pitched, researched, and authored weekly blog posts of 1,000+ words using WordPress to create brand-aligned content to strengthen audience connection and visibility.
- Optimized written content for SEO best practices to expand digital reach.

*Tallahassee Democrat FSVIEW*, Tallahassee, FL, **Art and Culture Reporter** *Aug 2019 - Dec 2020*

- Reported on local art and culture events to drive community awareness and engagement.
- Delivered polished features under tight weekly deadlines in a fast-paced newsroom.

## Skills/Certifications

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- **Certifications:** Google Ads Certified (2021), ClickMinded SEO Certificate (2021)
- **SEO & Marketing Tools:** SEMrush, Screaming Frog, Looker Studio, Google Analytics 4 (GA4), Google Search Console, Facebook Ads, Sprinklr, Mavrck, Mailchimp
- **CMS & Platforms:** WordPress, Squarespace, Wix, Joomla
- **Other Tools:** ChatGPT AI-driven automation, Slack, AirTable, Microsoft Office, Trello, Canva, Adobe Creative Suite

## Education

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*Florida State University*, Tallahassee, FL  
Bachelor of Science, Cum Laude